

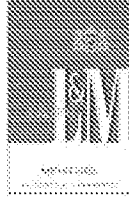
ESTTA Tracking number: **ESTTA201436**

Filing date: **03/28/2008**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91182537
Party	Defendant Trademarks LLC
Correspondence Address	ANNA W. MANVILLE ARNOLD & PORTER LLP 555 12TH STREET, N.W. TRADEMARK DOCKETING WASHINGTON, DC 20004  TrademarkDocketing@aporter.com
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Signature	/Christopher P. Foley/
Date	03/28/2008
Attachments	91182537 Associate Power of Attorney.pdf ( 3 pages )(48374 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

<p>LORILLARD LICENSING COMPANY, LLC,</p> <p>Opposer,</p> <p>v.</p> <p>TRADEMARKS, LLC,</p> <p>Applicant.</p>	<p>Opposition No. 91182537</p>  <p>Mark: Serial No. 77199749 Filed: June 6, 2007</p>
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ASSOCIATE POWER OF ATTORNEY

Trademarks, LLC ("Applicant") hereby appoints Christopher P. Foley, Linda K. McLeod, and each of the attorneys of Finnegan Henderson Farabow Garrett & Dunner, L.L.P., all of 901 New York Avenue, N.W., Washington, D.C. 20001-4413, both jointly and separately as associate attorneys with full power to transact all business in the Patent and Trademark Office in connection with the above-identified Opposition proceeding.

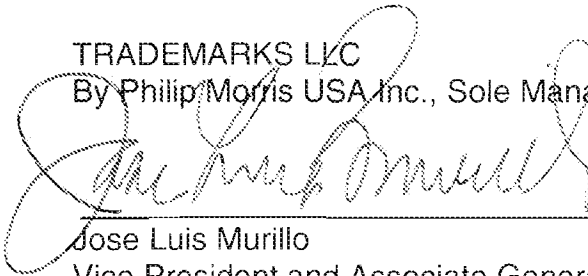
All correspondence relating to the proceeding should continue to be directed to: Anna W. Manville of the law firm of Arnold & Porter LLP, 555 12th Street, N.W., Trademark Docketing, Washington, DC 20004.

Dated: March 27, 2008

Respectfully submitted,

TRADEMARKS LLC

By Philip Morris USA Inc., Sole Manager



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Jose Luis Murillo

Vice President and Associate General Counsel

CERTIFICATE OF SERVICE

I certify that a true and accurate copy of the foregoing ASSOCIATE POWER OF ATTORNEY was served via prepaid First Class Mail, on March 28, 2008 upon counsel for Lorillar Licensing Company, LLC at the following address:

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/Christopher P. Foley/